

**WHAT IS CLAIMED IS:**

1. A method of electronic commerce, comprising:

receiving dynamic attribute parameters defining a administrator dynamic attribute, the dynamic attribute parameters including a name and a data type for the administrator dynamic attribute;

receiving a criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity representing a potential commercial transaction;

subsequently receiving user input to generate a new opportunity, the user input including attribute data for one or more attributes of the new opportunity;

determining whether the new opportunity meets the criterion based on the attribute data; and

automatically associating the administrator dynamic attribute with the new opportunity if the new opportunity meets the criterion.

2. The method of claim 1, further comprising:

receiving one or more additional criteria; and

automatically associating the administrator dynamic attribute with the new opportunity if the new opportunity meets one or more of the additional criteria.

3. The method of claim 1, wherein the attribute is an opportunity type, wherein the criterion is whether the opportunity type is one of one or more particular opportunity types, and wherein the determining whether the new opportunity meets the criterion based on

the attribute data comprises comparing opportunity type data for the new opportunity to the one or more particular opportunity types.

4. The method of claim 1, wherein the one or more attributes include a product name and a product quantity for a line item of the opportunity.

5. The method of claim 1, further comprising generating one or more user interfaces to receive the user input to generate the new opportunity.

6. The method of claim 5, wherein the one or more user interfaces are to display attribute information pertaining to a first attribute of the one or more attributes, and further to display a first attribute field to receive user input comprising associated first attribute data.

7. The method of claim 1, further comprising:  
generating a response template for an opportunity associated with the administrator dynamic attribute, the response template including one or more response user interfaces displaying attribute information pertaining to the administrator dynamic attribute and a administrator attribute field to receive user input comprising associated administrator dynamic attribute data.

8. The method of claim 7, further comprising:  
receiving user input to generate a different opportunity prior to receiving the criterion to automatically determine whether to associate the administrator dynamic attribute with a

particular opportunity, wherein the user input includes dynamic attribute data for a dynamic attribute to associate with the different opportunity.

9. The method of claim 8, further comprising:

transmitting opportunity data for the different opportunity to one or more potential suppliers; and

subsequent to receiving the criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity, generating a response template to receive user input from a particular potential supplier of the one or more potential suppliers, the response template including one or more user interfaces to display attribute information pertaining to a response attribute of the one or more attributes, and further to display a response attribute field to receive user input comprising associated response attribute data.

10. The method of claim 9, wherein the attribute information includes attribute information pertaining to the dynamic attribute but not to the administrator dynamic attribute.

11. The method of claim 1, further comprising receiving user input to generate a copied opportunity based on the new opportunity.

12. The method of claim 11, wherein the new opportunity is associated with a dynamic attribute set consisting of one or more dynamic attributes.

13. The method of claim 12, further comprising:

receiving user input including a opportunity type data for an opportunity type attribute of the copied opportunity;

determining if the opportunity type data for the copied opportunity is the same as opportunity type data for the new opportunity; and

if the opportunity type data for the copied opportunity is the same as opportunity type data for the new opportunity, associating the dynamic attribute set with the copied opportunity.

14. The method of claim 13, further comprising:

if the opportunity type data for the copied opportunity is different than the opportunity type data for the new opportunity, associating a different set of dynamic attributes with the copied opportunity.

15. The method of claim 12, further comprising:

receiving user input including attribute data for an attribute of the copied opportunity;  
determining if the attribute data for the copied opportunity is the same as corresponding attribute data for the new opportunity; and

if the attribute data for the copied opportunity is the same as the corresponding attribute data for the new opportunity, associating the dynamic attribute set with the copied opportunity.

16. The method of claim 15, further comprising:

if the attribute data for the copied opportunity is different than the corresponding attribute data for the new opportunity, associating a different set of dynamic attributes with the copied opportunity.

17. An article comprising a machine-readable medium storing instructions operable to cause one or more machines to perform operations comprising:

- receiving dynamic attribute parameters defining a administrator dynamic attribute, the dynamic attribute parameters including a name and a data type for the administrator dynamic attribute;
- receiving a criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity representing a potential commercial transaction;
- subsequently receiving user input to generate a new opportunity, the user input including attribute data for one or more attributes of the new opportunity;
- determining whether the new opportunity meets the criterion based on the attribute data; and
- automatically associating the administrator dynamic attribute with the new opportunity if the new opportunity meets the criterion.

18. The article of claim 17, further comprising:

- receiving one or more additional criteria; and
- automatically associating the administrator dynamic attribute with the new opportunity if the new opportunity meets one or more of the additional criteria.

19. The article of claim 17, wherein the attribute is an opportunity type, wherein the criterion is whether the opportunity type is one of one or more particular opportunity types, and wherein the determining whether the new opportunity meets the criterion based on the attribute data comprises comparing opportunity type data for the new opportunity to the one or more particular opportunity types.

20. The article of claim 17, wherein the one or more attributes include a product name and a product quantity for a line item of the opportunity.

21. The article of claim 17, further comprising generating one or more user interfaces to receive the user input to generate the new opportunity.

22. The article of claim 21, wherein the one or more user interfaces are to display attribute information pertaining to a first attribute of the one or more attributes, and further to display a first attribute field to receive user input comprising associated first attribute data.

23. The article of claim 17, further comprising:  
generating a response template for an opportunity associated with the administrator dynamic attribute, the response template including one or more response user interfaces displaying attribute information pertaining to the administrator dynamic attribute and a administrator attribute field to receive user input comprising associated administrator dynamic attribute data.

24. The article of claim 23, further comprising:

receiving user input to generate a different opportunity prior to receiving the criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity, wherein the user input includes dynamic attribute data for a dynamic attribute to associate with the different opportunity.

25. The article of claim 24, further comprising:

transmitting opportunity data for the different opportunity to one or more potential suppliers; and

subsequent to receiving the criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity, generating a response template to receive user input from a particular potential supplier of the one or more potential suppliers, the response template including one or more user interfaces to display attribute information pertaining to a response attribute of the one or more attributes, and further to display a response attribute field to receive user input comprising associated response attribute data.

26. The article of claim 25, wherein the attribute information includes attribute information pertaining to the dynamic attribute but not to the administrator dynamic attribute.

27. The article of claim 17, further comprising receiving user input to generate a copied opportunity based on the new opportunity.

28. The article of claim 27, wherein the new opportunity is associated with a dynamic attribute set consisting of one or more dynamic attributes.

29. The article of claim 28, further comprising:

receiving user input including a opportunity type data for an opportunity type attribute of the copied opportunity;

determining if the opportunity type data for the copied opportunity is the same as opportunity type data for the new opportunity; and

if the opportunity type data for the copied opportunity is the same as opportunity type data for the new opportunity, associating the dynamic attribute set with the copied opportunity.

30. The article of claim 29, further comprising:

if the opportunity type data for the copied opportunity is different than the opportunity type data for the new opportunity, associating a different set of dynamic attributes with the copied opportunity.

31. The article of claim 28, further comprising:

receiving user input including attribute data for an attribute of the copied opportunity;

determining if the attribute data for the copied opportunity is the same as corresponding attribute data for the new opportunity; and

if the attribute data for the copied opportunity is the same as the corresponding attribute data for the new opportunity, associating the dynamic attribute set with the copied opportunity.

32. The article of claim 31, further comprising:



if the attribute data for the copied opportunity is different than the corresponding attribute data for the new opportunity, associating a different set of dynamic attributes with the copied opportunity.

33. A system, comprising:

means for receiving dynamic attribute parameters defining a administrator dynamic attribute, the dynamic attribute parameters including a name and a data type for the administrator dynamic attribute;

means for receiving a criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity representing a potential commercial transaction;

means for subsequently receiving user input to generate a new opportunity, the user input including attribute data for one or more attributes of the new opportunity;

means for determining whether the new opportunity meets the criterion based on the attribute data; and

means for automatically associating the administrator dynamic attribute with the new opportunity if the new opportunity meets the criterion.

34. The system of claim 33, further comprising:

means for receiving one or more additional criteria; and

means for automatically associating the administrator dynamic attribute with the new opportunity if the new opportunity meets one or more of the additional criteria.

35. The system of claim 33, wherein the attribute is an opportunity type, wherein the criterion is whether the opportunity type is one of one or more particular opportunity types, and wherein the determining whether the new opportunity meets the criterion based on the attribute data comprises comparing opportunity type data for the new opportunity to the one or more particular opportunity types.

36. The system of claim 33, wherein the one or more attributes include a product name and a product quantity for a line item of the opportunity.

37. The system of claim 33, further comprising means for generating one or more user interfaces to receive the user input to generate the new opportunity.

38. The system of claim 37, wherein the one or more user interfaces are to display attribute information pertaining to a first attribute of the one or more attributes, and further to display a first attribute field to receive user input comprising associated first attribute data.

39. The system of claim 33, further comprising:  
means for generating a response template for an opportunity associated with the administrator dynamic attribute, the response template including one or more response user interfaces displaying attribute information pertaining to the administrator dynamic attribute and a administrator attribute field to receive user input comprising associated administrator dynamic attribute data.

40. The system of claim 39, further comprising:

means for receiving user input to generate a different opportunity prior to receiving the criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity, wherein the user input includes dynamic attribute data for a dynamic attribute to associate with the different opportunity.

41. The system of claim 40, further comprising:

means for transmitting opportunity data for the different opportunity to one or more potential suppliers; and

means for generating a response template to receive user input from a particular potential supplier of the one or more potential suppliers subsequent to receiving the criterion to automatically determine whether to associate the administrator dynamic attribute with a particular opportunity, the response template including one or more user interfaces to display attribute information pertaining to a response attribute of the one or more attributes, and further to display a response attribute field to receive user input comprising associated response attribute data.

42. The system of claim 41, wherein the attribute information includes attribute information pertaining to the dynamic attribute but not to the administrator dynamic attribute.

43. The system of claim 33, further comprising means for receiving user input to generate a copied opportunity based on the new opportunity.

44. The system of claim 43, wherein the new opportunity is associated with a dynamic attribute set consisting of one or more dynamic attributes.

45. The system of claim 44, further comprising:

means for receiving user input including a opportunity type data for an opportunity type attribute of the copied opportunity;

means for determining if the opportunity type data for the copied opportunity is the same as opportunity type data for the new opportunity; and

means for associating the dynamic attribute set with the copied opportunity if the opportunity type data for the copied opportunity is the same as opportunity type data for the new opportunity,.

46. The system of claim 45, further comprising:

means for associating a different set of dynamic attributes with the copied opportunity if the opportunity type data for the copied opportunity is different than the opportunity type data for the new opportunity.

47. The system of claim 44, further comprising:

means for receiving user input including attribute data for an attribute of the copied opportunity;

means for determining if the attribute data for the copied opportunity is the same as corresponding attribute data for the new opportunity; and

means for associating the dynamic attribute set with the copied opportunity if the attribute data for the copied opportunity is the same as the corresponding attribute data for the new opportunity.

48. The system of claim 47, further comprising:

means for associating a different set of dynamic attributes with the copied opportunity if the attribute data for the copied opportunity is different than the corresponding attribute data for the new opportunity.